

ANNUAL
REPORT
1970
1971



ST. LOUIS

PUBLIC LIBRARY

THE LIBRARY'S MISSION TO ST. LOUIS

The St. Louis Public Library exists to serve all residents within the city, and is publicly supported by taxes for that purpose.

Its fundamental role is to help individuals establish and reach their life goals and objectives, including constructive use of leisure time.

Its ultimate objective is to encourage and maintain individual self-renewal, to support efforts of becoming free, dynamic individuals in a free society.

It must be continually flexible and alert to the evolving needs of its public, while still serving the particular needs of the individual.

Offering two great assets, richness of resources and trained expertise in their use, the Library will direct its efforts toward

—Making its total resources available to all individuals throughout the Library system, and

—Developing resources and public services of most enduring benefit to St. Louis residents, to meet these priorities:

information and research

support to education

recreation

Operating within a single, mutually-supportive organization, each of three components of the Library system has its unique function:

The Main Library houses administrative offices, centralized services (also in Compton Library) and the rich permanent resource collection, which will be maintained and developed for information and research use, supplementing resources elsewhere in the system and serving information requests from metropolitan St. Louis and the state, and as a natural link in a nationwide network;

Neighborhood branches, reflecting evolving needs of their communities, will provide full materials and services for general popular and reference use, and reading stimulation and guidance for children, young adults and adults. Supplemental services and materials will be available when needed from the total Library system;

The essentially mobile Community Services, with the branches, will provide the main thrust in reaching that segment of the community which now realizes little or no benefit from Library use. A vigorous, multifaceted, education-supportive program to increase opportunities and encouragement to use Library resources will be tailored to specific interests and informational needs of this group. New Library programs, now and yet to come, will take the Library directly to the people — in the home, church, school, civic and community organizations.

The general statement of "Mission to St. Louis" opening this annual summary is the St. Louis Public Library's answer to the three-way "crunch" experienced by all urban libraries — burgeoning demand for multi-media materials, a shrinking tax dollar, and beyond, a large segment of the population which does not yet avail itself of the benefits of library use. The Library has asked itself some hard basic questions during the past four years of deficit financing, such as "What is the Library's function in the St. Louis community?", "What do St. Louis residents want of their Library?" and "What can the Library provide to meet this need?"

From this self-analysis and inventory has come a definitive concept of distinctive services which the Library alone can, and must, render to St. Louisans, and an appreciation of the richness of its accumulated resources and staff skilled in making it quickly available when needed. The future success of the Library in fulfilling its community role will be measured against three priorities toward which all its efforts will be directed: The greatest possible flow of knowledge and information made available to all individuals with the least delay, the support of education activities throughout the community, and the cultural and inspirational enrichment of leisure time for individuals of all ages.

Paramount in meeting these priorities is adequate Library financing, realized last November when St. Louis voters narrowly approved an increase in the Library tax. A long-range plan has been drawn to stretch the anticipated increased annual income through the next eight years, deferring the need for further tax increases.

With financing assured, the most efficient use of personnel and equipment with controlled expenditures, illuminated by a creative, dedicated staff, makes possible a measured, yet vigorous, move toward the Library's full community role.

Particularly noteworthy is the increased flow of materials between the resource collection of the Main Library and the branches and mobile services. Response to the concept of making total services available at all points in the system is demonstrated by increased public use. Although the 1970 census shows an 11% reduction in city population, the number of books used rose to 4.28 per capita. More than 2,666,000 books were borrowed, making the St. Louis Public Library's circulation per capita second highest in the nation. More than 55% of these were loaned to adults engaged in continuing education, information, cultural and recreational pursuits.

Even in branches where book circulation declined, reference and information research activities have risen. Particular attention is being given to individual requests for materials, and book collections and outreach services throughout the system reflect this attitude. Framed art prints, film slides and art reference books, educational films, books, magazines and music concerning Black history and culture were in especially heavy demand; more than 7000 persons consulted newspapers, genealogy and local history resources in the Microfilm Room. The reciprocal city-county libraries film loan program is operating successfully in its third year. Later this year the opening of the new Carol McDonald Gardner Rare Book Room will add new dimensions to the research collection developed during the past century.

Assuming an active role in its support to education, the Library is the only public library in the country now engaged in the new Public Service Careers Program launched by the U.S. Department of Labor. The eighteen-month pro-



HIGHLIGHTS OF THE YEAR

Increase of Library tax rate to twenty-five cents approved by St. Louis voters makes possible maintenance of present services and addition of new ones.

A "Human Resource Study" of Library system by professional management firm is serving as basis of progressive reforms.

Public Service Careers Program begun under a Federal grant.

Streamlined procedures and full use of equipment, from book selection through processing, increased number and speed of books reaching library shelves for public use. Reorganized Technical Services, with fewer staff, doubled number of books cataloged.

New Mid-City Branch Library opened at 3974 Delmar Boulevard, culminating three years' cooperative efforts by Library and Mid-City Community Congress, Inc. under a Federal grant of \$100,000.

Wolfner Memorial Library moved to 1808 Washington Avenue, a major project involving transfer of more than 50,000 special items.

Construction contracts for new Walnut Park Branch approved, with completion scheduled within the next year.

Des Peres Branch moved to larger quarters at 5960 Kingsbury Boulevard.

New Children's Literature Room opened in the Main Library in mid-December, enhancing central research resources; 2500 books provided for children's use in the Open Shelf Room when children's collection is closed to the public. Increased use by parents, teachers, students of children's literature contrasts with few children participating in former activities.

Mobile unit, serving as branch library at Tandy Park area street corners, stores, schools, community centers, issued 39% more books per hour than previously. Second bookmobile, operating in early evening hours, loaned more than five times number of books issued last year.

Book circulation per capita is second highest in U.S.

More than one million persons viewed library films during the year.

A "Plant-in" of trees at all Library units culminated month-long emphasis on "Pollution Solution" in April. Event was one of several projects focusing system-wide information resources on current problems.

gram funded by a Federal grant provides for employment and training of disadvantaged persons. Training of these and present lower-grade Library employees for higher positions is conducted in cooperation with local area colleges and business schools, and on the job. In addition, special Library funds made possible three scholarship grants for graduate work in library science. The Library system has begun serving as a city-wide information center for the College Level Examination Program (CLEP) with other area libraries in cooperation with local educational institutions.

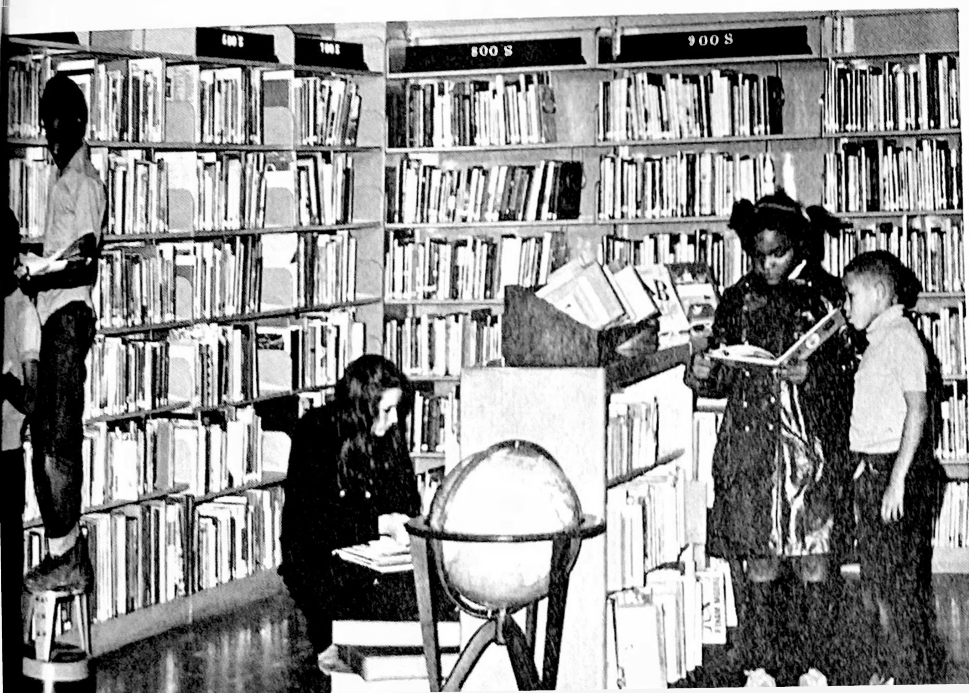
Major emphasis was given by branches and the Community Services division to actively foster cooperation with community groups. A record 202 deposit libraries are now maintained in schools, in correction, adult basic education and tutoring centers, hospitals, welfare offices, Head Start programs and other neighborhood locations. More programs and special events and personal participation by librarians in parent-teacher groups, police-community relations programs and improvement associations establish communication between Library and people in surrounding branch areas. The Library's special services to the aged works closely with groups of retired persons and participated in the White House Conference for the Aged. The program now serves 45 nursing homes, retirement centers and large apartment complexes, with direct home delivery to 82 persons confined through age or health disabilities. A growing paperback collection throughout the system makes current popular reading more readily accessible to readers. Community groups use library meeting facilities and school classes visit libraries with greater frequency. Children's arts and crafts classes in the branches and visits by librarians to more than 70 city schools further Library-to-person contact.

(continued)



Library employees, above, find the learning pleasant and profitable as they listen to Mrs. Suzanne Gill of Florissant Valley Community College instruct a course for library technicians in the new Public Service Careers Program.

Below, children are joined in increasing numbers by teachers, parents and college students using the Children's Literature Room, an attractive center for the resource collection of children's books.



NEW SERVICES

Special subject book collections and pamphlet files from the resource collection loaned through the branches

Eight-millimeter films at six branches, Film Library Service and the Main Library

Phonograph records and posters added to branch loan collections, and phonograph with headphones for listening in the Music Department

Federal grant of \$20,945 provided funds for new equipment at Wolfner Library for the Blind and Physically Handicapped which duplicates books in braille and on magnetic tape for readers who cannot read or hold normal print books

One-day service on new library cards eliminates former three-week wait

Mini-exhibits, "Puzzled?" bookmark reading lists, special interest book displays and programs focusing library resources on subjects of immediate public interest

Full-length feature films shown in branches — a national "first" in the St. Louis Public Library

New "Science Technology Quarterly" informs readers of new information sources in Applied Science Department

Copying machines and public telephones in branches for public convenience

Benton and Wellston branches open on Saturdays

New TWX equipment at Main Library speeds interlibrary loans and information requests in state-wide library resources network

Air conditioning at Carpenter Branch and a new parking lot at Cabanne

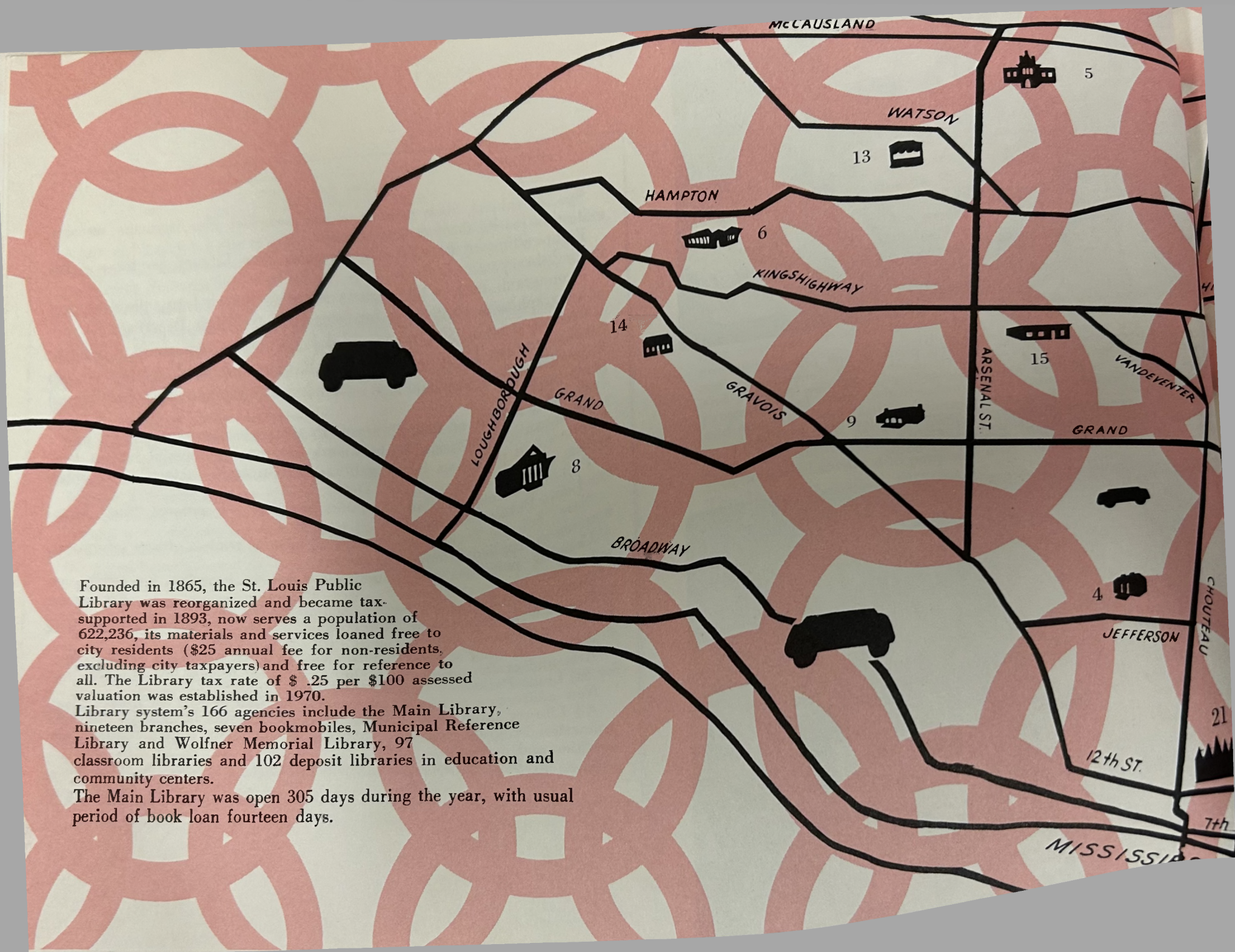
Arts and crafts classes for children in eleven branch libraries conducted by St. Louis Parks and Recreation Department staff

New addressing equipment streamlines mailing of Library publications

All Library units serve as information centers for the College Level Examination Program (CLEP), cooperating with metropolitan libraries, universities and colleges

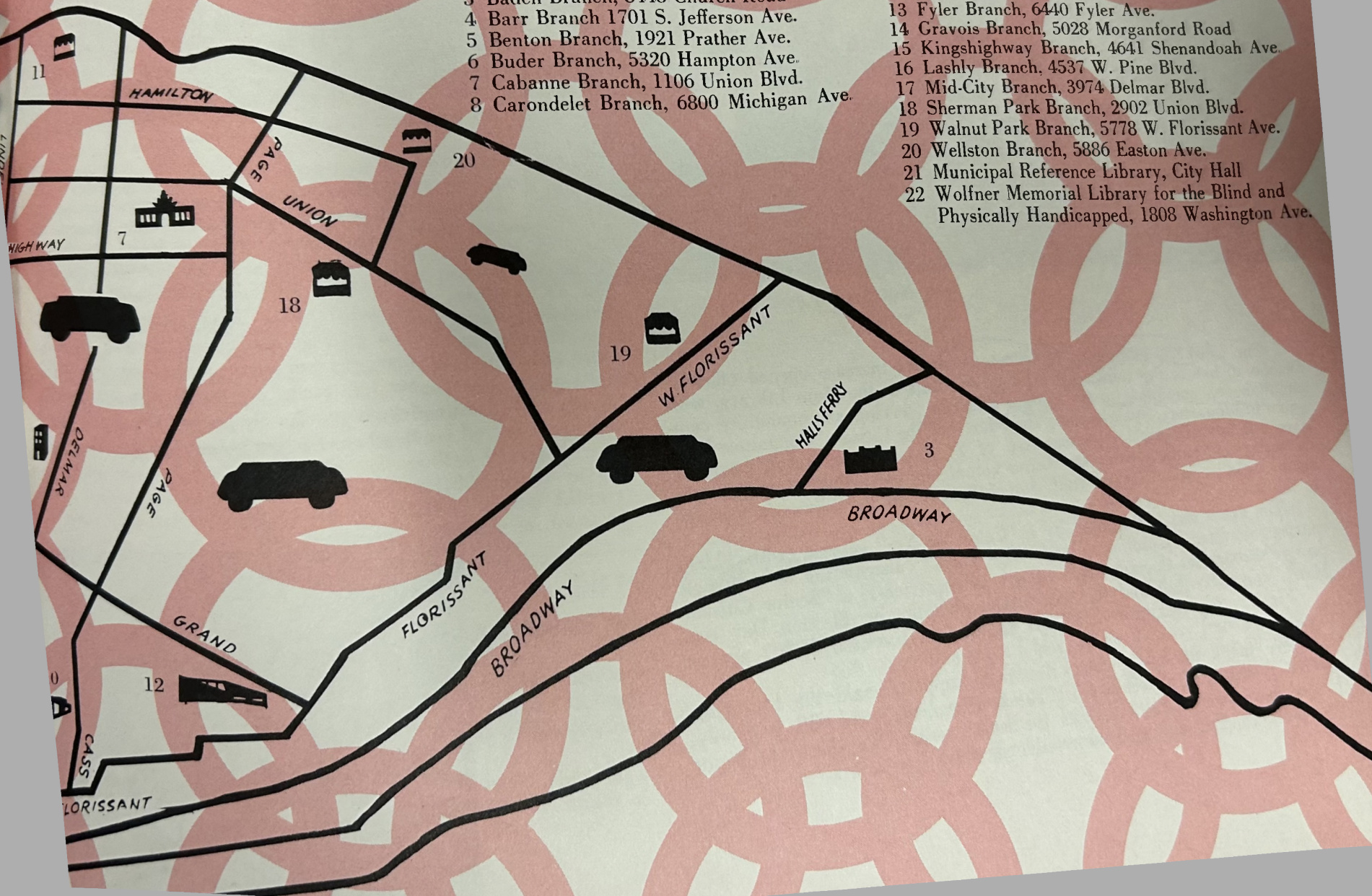
Noonday book reviews presented in branches

Founded in 1865, the St. Louis Public Library was reorganized and became tax-supported in 1893, now serves a population of 622,236, its materials and services loaned free to city residents (\$25 annual fee for non-residents, excluding city taxpayers) and free for reference to all. The Library tax rate of \$.25 per \$100 assessed valuation was established in 1970. Library system's 166 agencies include the Main Library, nineteen branches, seven bookmobiles, Municipal Reference Library and Wolfner Memorial Library, 97 classroom libraries and 102 deposit libraries in education and community centers. The Main Library was open 305 days during the year, with usual period of book loan fourteen days.



ST. LOUIS PUBLIC LIBRARY SYSTEM

- 1 Main Library, 1301 Olive St.
- 2 Compton Library, 1624 Locust Street
Community Services/Film Library Service
- 3 Baden Branch, 8448 Church Road
- 4 Barr Branch, 1701 S. Jefferson Ave.
- 5 Benton Branch, 1921 Prather Ave.
- 6 Buder Branch, 5320 Hampton Ave.
- 7 Cabanne Branch, 1106 Union Blvd.
- 8 Carondelet Branch, 6800 Michigan Ave.
- 9 Carpenter Branch, 3309 S. Grand Blvd.
- 10 Crunden Branch, 2008 Cass Ave.
- 11 Des Peres Branch, 5960 Kingsbury Blvd.
- 12 Divoll Branch, 4234 N. Grand Blvd.
- 13 Fyler Branch, 6440 Fyler Ave.
- 14 Gravois Branch, 5028 Morganford Road
- 15 Kingshighway Branch, 4641 Shenandoah Ave.
- 16 Lashly Branch, 4537 W. Pine Blvd.
- 17 Mid-City Branch, 3974 Delmar Blvd.
- 18 Sherman Park Branch, 2902 Union Blvd.
- 19 Walnut Park Branch, 5778 W. Florissant Ave.
- 20 Wellston Branch, 5886 Easton Ave.
- 21 Municipal Reference Library, City Hall
- 22 Wolfner Memorial Library for the Blind and
Physically Handicapped, 1808 Washington Ave.





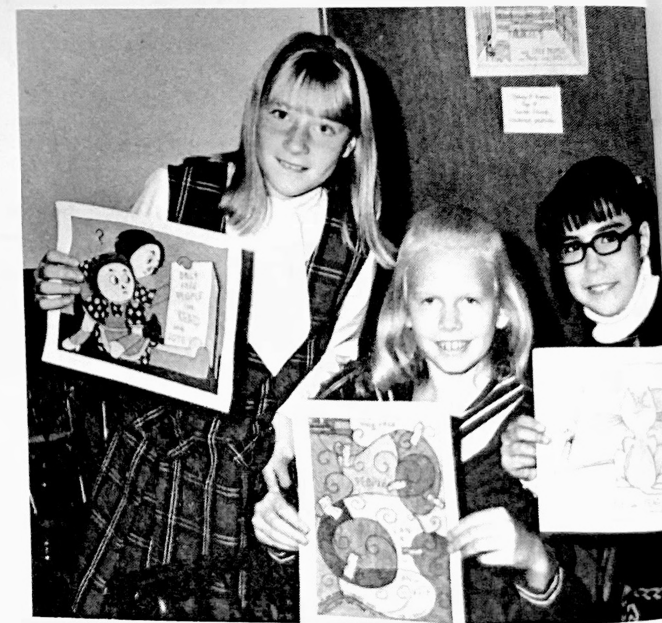
Enthusiastic community participation in the Library's tax campaign was a major factor in its success. A large group of senior citizens from Chronic Hospital (above left) marched on City Hall in behalf of the Library tax increase. Halloween costumed children urged parents to vote at a gala children's rally (above) climaxing the drive. Displaying their winning entries in city-wide "Color Me Yes" contest are (below, from left) Barbara Tettenhorst, Gravois Branch; Kim Brader, Fyler Branch, and Regina Stewart, Walnut Park Branch.

The Library's campaign for the ten-cent tax increase opened officially October 6 before the bunting-draped bookmobile at the Main Library, with simultaneous openings in the branch libraries, serving as community campaign headquarters. Spearheading the effort was the Citizens' Committee for a Free Library, broadly representative of St. Louis government, business, education and cultural interests. Active volunteers, particularly young people, senior citizens and Library staff, forcefully carried the Library's message to the voters.

The drive was highlighted by a "Color Me Yes" contest (with 20,000 entries submitted by children) and "Sign Days" (distribution of campaign posters throughout the city from branch headquarters), a "Senior Citizens March" on City Hall and the final children's rally on Election Day eve.

Final voting results were 45,724 for the tax increase, 44,802 against the levy.

"We thank St. Louis voters for their support," said the Librarian, Paxton P. Price, on November 3. "The increased tax yield will, hopefully, fortify us against increasing costs for several years. We intend to honor the voters' support with the best possible service."



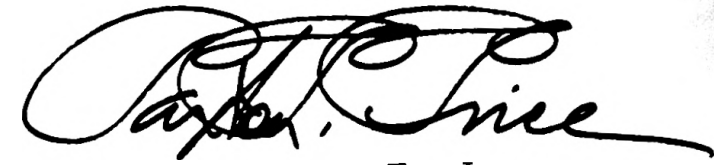
A new informality pervades the branches as book collections are less restricted to age categories, and as individuals of all ages participate in library life, viewing films, discussing books, painting murals, playing chess and other games, producing puppet shows or enjoying recorded and live music. Their active responses help shape the Library into a true community center as it continues its traditional supportive role to education.

Making it possible for librarians to devote more time to people-oriented programs are a changing personnel policy, greater use of equipment and simplified records and staff skilled in their use, and emphasis on staff training. More staff members than previously were promoted in the past year, and refinement in the employment process has meant less employee turnover and greater job stability. An improved competitive salary scale is attracting new professionals to St. Louis, as five branch, three young adult and eleven new children's librarians joined the system last year. Workshops and seminars for supervisors and recognition of superior work by employees were instituted. The cooperative Job Placement Service administered by the Personnel Office filled twelve positions in metropolitan libraries.

Guidelines and priorities were established early in the year for public relations efforts relating to the Library system's objectives. The developing program of focusing

system-wide resources on specific subject areas, and increased Library participation in the community, especially branch and Community Services activity, were major factors in the year's production totalling more than 1,260,000 printed items, less than half of which were prepared for the tax increase effort, and a marked increase in radio-television time given to the Library.

Despite gratifying progress toward its stated objectives during the past twelve months, much remains to be done in continuing alignment of Library to public need, in outreach programs and in planned capital improvements. Committed to provide all St. Louisans with the fullest possible informational, educational and inspirational resources necessary for the individual in a free society, the St. Louis Public Library views the past year only as an encouraging step toward that goal.



THE LIBRARIAN

GIFTS TO THE LIBRARY

Gifts of \$22,538 supplemented the book collection and are gratefully acknowledged by the Library.

Donors of books during the year include the International Brotherhood of Teamsters; Mexican Government (through Miss Anna Maria Bartning, Consul); Alfred Fleishman and Mrs. Martin Gardner.

Gifts of \$100 or more were received from Miss Olga Horton Boehnken; a legacy and interest from the estate of

G. A. Buder, Sr.; Charles M. Babington, Jr.; Mr. and Mrs. Roger H. Kramer; members of Iota Phi Lambda; A. B. Kurrus and the estate of Mrs. Katherine Manley.

Gifts from numerous friends of the Library were made in memory of Mrs. Warren R. Rainey; in memory of Miss Sarah R. Bailey; to the Julia Davis Fund; Community Services; Wolfner Memorial Library and to Baden, Barr, Carondelet, Fyler, Gravois and Kingshighway branches.

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Paxton P. Price, Librarian
Harry C. Bock, Business Manager
Mrs. Doralouise B. Brewer, Supervisor, Technical Services
Claude L. Settlemire, Chief Supervisor, Main Library
(resigned March 16, 1971)
James J. Michael, Chief Supervisor,
Branches and Community Services

BRANCHES, DEPARTMENTS AND SERVICES

Applied Science—Miss Therese Dawson
Art—Mrs. Martha Scharff
Book Selection Coordinator—Miss Eileen M. Franke
Business Office
 Bindery—Elmer Wagenfuehr
 Buildings—Nickson C. Birkhead
 Receiving/Distribution—George Krolik
Carol M. Gardner Rare Book Room—Miss Mary L. Elder
Children's Literature Room—Miss Julanne Good
Children's Services Coordinator—Miss Irene Eveland
Circulation Services—Mrs. Laura Smith
Community Services—Miss Virginia Rosenmeyer
Education—Noel C. Holobeck
Film Library Service—Mrs. Rita S. Broughton
Librarian's Office—Miss Blanche K. Hier
Music—Richard Russell
Periodical Reading Room—Miss Regina C. Woltering
Personnel—Herbert G. Eissman
Public Relations—Mrs. Pauline B. Paulus
Readers Services—Mrs. Edna Reinhold
Reference—Mrs. Marie H. Roberts
 Municipal Reference Library—Charles H. Cornwell
Registration Service—Mrs. Rosie McKinney

Technical Services (order and catalog)
 Print Shop—Curtis A. Finley
Wolfner Memorial Library for the Blind and Physically
 Handicapped—Mrs. Ida Hyte Shaw
Young Adult Services Coordinator—Richard A. Douglass
Community Branches
 Baden—Miss Clara Piazza
 Barr—Armen Bogosian
 Benton—Mrs. Laurel Douglass
 Buder—Mrs. Beulah Lewis
 Cabanne—Miss Jane McFarlane
 Carondelet—Mrs. Patricia Smith
 Carpenter—Mrs. Dorothy G. Lipke
 Crunden—Mrs. Thelma G. Price
 Des Peres—Charles M. Brown
 Divoll—Miss Ruth Brennan
 Fyler—Mrs. Virginia Roskopf
 Gravois—Mrs. Virginia Terry
 Kingshighway—Miss Marcella Ahrens
 Lashly—Mrs. Alice Schwinke
 Mid-City—Fred D. Rogers, Jr.
 Sherman Park—Mrs. Pennie D. Peterson
 Walnut Park—Mrs. Betty H. Michel
 Wellston—Mrs. Lois H. Stovall

MRS. WARREN R. RAINEY

The St. Louis Public Library lost a faithful and devoted friend in the death on September 8, 1970, of Eugenia M. Rainey, member of the Library Board of Directors since 1953. She served during her entire appointment on the Staff Welfare Committee, and as chairman, 1954-1967; on the Executive and Scholarship committees, and as chairman of local arrangements for the 1964 Conference of the American Library Association in St. Louis. As a former Library staff member and later director Mrs. Rainey served the Library with dedication and distinction.